

The Connection

Newsletter of Shrewsbury Media Connection

Volume 17, No. 1 February 2004

Happy New Year!

The Staff and Board wish each of you a happy and healthy New Year! 2004 will bring some changes to different areas of the Parker Road facility.

The biggest changes will be in the Control Room where a new computer graphics (CG) system will replace the old Amiga. The new system is on a PC and with network capabilities in the Control Room producers will be able to download images and may be able to work on their show's graphics from other locations and send them to the Control Room!

In the Edit Room a new Computer Edit station will be added to the old analog edit station to increase the efficiency and use of that room as nearly all editing is now done on non-linear editors.

Other changes will be made to the on-air graphics that are shown on SPAC TV-33 between programs. Matt McCarthy helped jumpstart the new graphics by capturing and creating images from each of the locally produced series to be used on the bulletin board.

Public Access: SPAC 33

Thank you to all my producers for another fabulous year of entertainment, education and enlightenment on SPAC with 544 episodes in 30 series in 2003! Which one of **you** will be our newest **POY**? Your community had the opportunity to view over 361 hours of your new shows from soup to sports nuts...and it's all good!

Established series need to renew their **Cablecast Request & Indemnification Forms** with Lori Anne Bergman, Programming Coordinator for SPAC TV 33. Forms can be found in the downstairs Producers Room or in the tape drop off area in my office upstairs next time you drop off a new episode. You could also get one on our website listed on back of this newsletter. Please see me to negotiate a new deal if you have not done a new episode in awhile. Sponsors of outside series must renew 2004 forms as well. Let me know if you want to change your timeslot as changes in the series lineup will take place by April 1st. I am able to playback your programs on several formats: vhs/svhs, mini-dv or dvd, but the format and length will influence the day your program would be scheduled on SPAC TV 33. Let's talk!



Vivian Rose Poplawski

Educational Access: SETV 34

I applaud Erica Bodden - Paton PTO President & Dawn Galli - Vice President for their continued dedication to the SETV produced show **PTO Update - Paton People**. Their commitment to supplying the parents' and students' of Paton School with up to date information is fantastic. They have done a monthly show for the past two years, not even taking time off during summer break. In the works is a new PTO Update with Middle School PTO Co-Presidents Mindy Hebert McKenzie and Nancy Clennon. They are looking forward to highlighting all the wonderful projects the students are accomplishing at the SMS. (See pg 3)

Government Access: SGTV 35

SGTV had a very busy 2003. I would like to thank my producers who tape meetings and help me in the studio: John McDonald, Katy Litchfield, Nick Wells, Paul Weaver, Fred Russell, Erica Wusk, Monica Mansfield & Joe Chan. We added several new outside series to our line up: **Navy/Marine Corps News, Army Newswatch, Air Force News, NASA Whyfiles, Veterans Administration** health series. Our newest locally produced series is **Animal Control** with Shrewsbury's Animal Control officer, **Leona Pease**, hosted by, **Monica Mansfield, DVM**. This series focuses on the health and well being of the pets in Shrewsbury, and highlights animals for adoption at the Worcester Animal Rescue League, and the Second Chance Fund for Animal Welfare. (See pg. 3)

SMC's Staff

Bill Nay - Shrewsbury Media Connection Manager
Marc Serra - Education & Production Coordinator
LoriAnne Bergman - SPAC TV 33 Program Coordinator
Maria Sheehan - SGTV 35 Government Coordinator
Liz Poplawski - SETV 34 Educational Coordinator
Paul Gustafson - Technical Coordinator

Classes & Production

SETV 34 continued:

The Superintendent of Schools, Dr. Anthony Bent will be working with SMC on several shows for SETV. Some of these show topics are: MCAS, The New Middle School, and School Committee – School Council – and PTO what is the difference and how can I become more involved? We look forward to building a stronger relationship with the School Dept. and hope to assist parents and students with more knowledge and information.



SGTV 35 continued:

Police Beat remains a hit in it's extended timeslot of an hour or more depending on what is going on in Town. *Selectmen's Roundtable* celebrated the 50th anniversary of the Selectmen/Town Meeting form of Government. Over 20 former Selectmen and Town meeting members came into the SMC studios to reminisce about the last 50 years.

Changes on SGTV 35 in 2004 will start with *Ask the Manager*. The shows hosted by Donna Pisano will feature Shrewsbury Department heads talking about issues that affect their Departments. Donna O'Connor will continue to host the show with guests and ask Dan Morgado questions you have sent us. If you have questions for our Town Manager, please email them to msheehan@ci.shrewsbury.ma.us. Congratulations go out to our Town Manager, Dan Morgado, *Ask the Manager* has just celebrated its 5th anniversary show.

Inside Shrewsbury recently went "inside" Rep. Karyn Polito's office at the State House in Boston. We had a great time following Karyn around for the day. Laurie Hogan did an outstanding job hosting the show. *Inside Shrewsbury* will be going "inside" the Town Clerk's office. We plan a show about SMC, turning the cameras on ourselves.

While Liz was on Maternity leave, I had the opportunity to work with some students at Floral Street and Floral Middle School. I had a great time. Liz and I will be holding a video camp for these students during February vacation. It should be a lot of fun. Special thanks to Carol Bradley at Floral Street for helping us coordinate this project.



Keep the following dates open: May 17th, 19th, and 20th, it's Town Meeting time again. If you can volunteer to help out, please call (508-841-8650) or send an Email to Maria msheehan@ci.shrewsbury.ma.us, or Marc mserra@ci.shrewsbury.ma.us

FREE CLASSES

ORIENTATION

Interested in finding out what Public Access television is all about? Do you want to see your Public Access facility? Then, join us for a brief session that will enlighten you as to what Public Access is, what SMC has to offer, and how you can access the power of television. Orientation is required before enrolling in a SMC class. Orientations are scheduled on a one-to-one basis.

**Call Marc Serra at SMC
(508) 841-8650**

BASIC FIELD PRODUCTION

A comprehensive 2-session course. Training in single camera digital video production including: camera use, shooting techniques, lighting, audio and more. The course will enable participants to produce programming for cablecast on Channel 33. Orientation is a pre-requisite to this class.

Class Dates: April 7 & 14



BASIC STUDIO

Introductory 4-session course on the basics of operating cameras, recording sound, technical directing, managing a production, and the use of Scala graphics in the SMC studio. You will get hands-on experience during class. This course will enable participants to produce programming for cablecast on SPAC TV 33. Orientation is a pre-requisite.

Class Dates: March 10, 17, 24, 31

DIGITAL EDITING

4-sessions cover features of Apple's Final Cut Pro editing software. Cut and Paste video clips, add music, graphics, and transitions all in one easy to use interface.

Class Dates: March 9, 16, 23, 30

Shrewsbury Media Connection

57 Parker Road
Shrewsbury MA 01545
(508) 841-8650 FAX (508) 841-8651
www.shrewsbury-ma.gov/smc/index.asp

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Producer Awards Night

Who will be the Producer of the Year for 2003? Find out at this year's **Producer Appreciation Awards banquet, March 27th at the Hoagland Pincus Center.** Each



*Nick Todisco accepts POY award at
2002 Producer awards*

year Shrewsbury Media Connection recognizes the many Producers and volunteers that create the programming for the community television channels in Shrewsbury. The one award that stands out is the **Producer of the Year** award that goes to the one producer that exemplifies the meaning of what it means to be a Community Producer. Many awards will be given out that evening including; the Spirit of Access Award, the SPACkle Award, New Series of 2003 and the new Golden Mic Award.

!!!What's On The Web!!!!

Check out the SMC web site for pictures, show clips, and more:

<http://www.shrewsbury-ma.gov/smc/index.asp>

Mostly Rock 'n Roll

Keith and Monica Mansfield have put together a site for their show at:

<http://www.mostlyrocknroll.com>

**Renew your 2004 Cablecast
Requests for your SPAC TV 33 series
with Lori.**

**Sign up to help on Town Meeting
Live on SGTV 35 with Maria.**

Mission: To build community, empower the individual, and ensure First Amendment expression through the utilization of communication technologies.